



## **University Hill Commercial Area Management Commission**

### **2017 Priorities**

*Vision: To develop and build upon 2016 accomplishments to achieve a cleaner, safer and more playful Hill environment that attracts students, neighbors and new businesses to the commercial area.*

1. Streamline the permitting process and associated costs for hosting public events on the 'event street' and/or other street locations in the commercial area.
2. Strengthen communication and partnerships with CU to further improve and promote student engagement with Hill businesses and events.
3. Meet with assigned city council members and other community leaders to build clear and positive communications for all Hill-related projects and concerns.
4. Help refine the pilot Hill Employee EcoPass program to maximize participation.
5. Support the ability of the Hill hotel project to attract diverse commercial uses to the Hill, including revisiting liquor rules that apply only to Hill establishments, and their possible deterrent effects on attracting commercial diversity and year-round customers to the Hill.
6. Support The Hill Boulder merchant association's efforts to brand and market the commercial district as a destination that attracts year-round commercial activity.
7. Coordinate with Hill commercial property owners and The Hill Boulder to identify potential public-private partnership opportunities to maintain current levels of service and pursue additional desired activities (such as monthly power-washing) when UHGID revenues are reduced as a result of the Pleasant Street parking lot revenues being committed to financing the 250-space underground public parking garage on that site.